

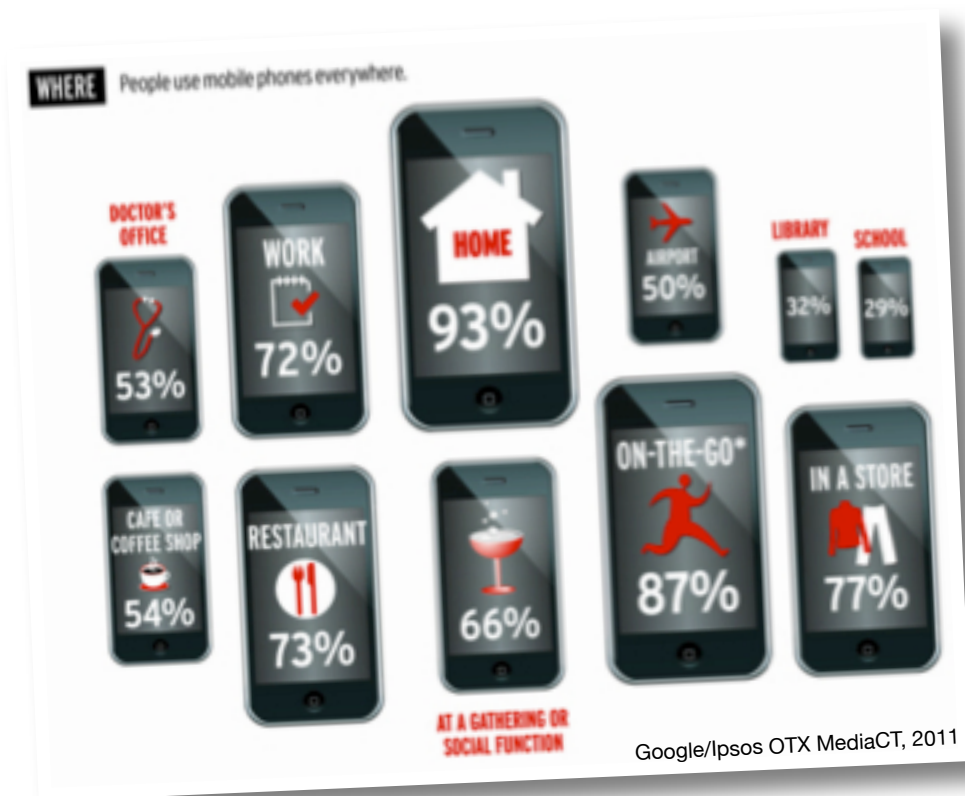
# Mobile Apps

## Benefits for your Business

For the full version go to [www.appswiz.com.au](http://www.appswiz.com.au) and sign up for free.

# Table of Contents (Full Version)

1. First Things First - Why would you need a mobile App?	3
2. The Mobile App Industry	4
3. Mobile Devices	4
4. App Platforms	5
5. The iPhone	5
6. Apps changing the World	6
7. Changing Consumer Behaviour	6
8. Apps impacting your Business	7
9. What you have to consider for your own mobile App	8
10. Ten crucial factors for choosing the best App Developer	10
11. Excellent Business Apps	12
12. References	13



# First Things First - Why would you need a mobile App?

## More Business

It's as simple as that. This new and personal way of interacting with your customers helps you to generate more leads, more sales and therefore more business.

## Connect

Engage your customers on an individual basis. Reach them where other communication methods fail. You can send them personal notifications about new products or special discounts. A mobile app establishes a personal connection between you and your prospects.

**FUN FACT:**  
IN JANUARY 2011,  
'APP' WAS AWARDED THE  
HONOUR OF BEING  
2010'S "WORD OF THE  
YEAR" BY THE  
AMERICAN DIALECT  
SOCIETY.

Simply ask yourself:

1. Do my customers have smart-phones?
2. Do they use mobile apps?

## Progression

Be the leader of your industry. If you are the first ones to have an app, everyone else will simply be followers to your innovative approach. It sets you ahead of the pack as the progressive leader. Fifteen years ago it was innovative to have a website, today it's a standard for every company. Apps will have the same effect on mobile marketing and business interactions.

## User Experience

It's a lot more immediate since people can communicate with your business whenever and wherever they want. This omnipresence distinguishes mobile app marketing from every other promotional tool out there. Mobile apps use all the functionalities of your customers' mobile devices - social media integration, video & audio, directions, appointments & contacts, media galleries and many more.

*'It's no longer going to be a cool thing to have a mobile app. It's going to be a customer expectation.'*

**Baron Concors, Pizza Hut CIO**

# Excellent Business Apps



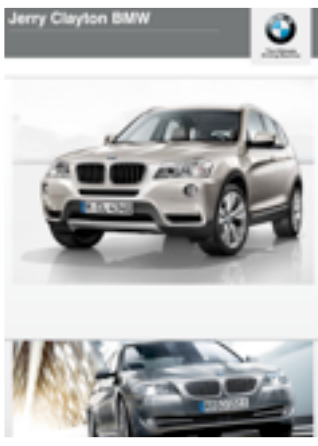
Burbank



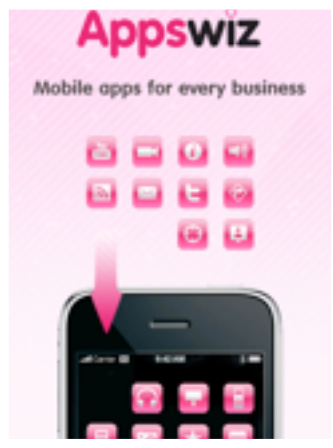
Grand Motors Toyota.



Seaview



Jerry Clayton BMW



AppsWiz



Burswood Honda.



LJ Hooker



Shaun Moonen



Autostyle

# References

For more information regarding mobile apps check out the following websites and articles by clicking on the links.

[www.appswiz.com.au](http://www.appswiz.com.au)

[Apple iPhone 4 S Pre-Orders Top One Million in First 24 Hours](#)

[Apple's iPhone: still the hottest ticket around](#)

[Apple: 100 Million iPhones Sold](#)

[Gartner Says Sales of Mobile Devices in Second Quarter of 2011 Grew 16.5 Percent Year-on-Year; Smartphone Sales Grew 74 Percent](#)

[Mobile Apps Industry to Top \\$17.5 Billion by 2012](#)

[Mobile App Stores to Register Purchases Worth of \\$6.2 Billion in 2010](#)

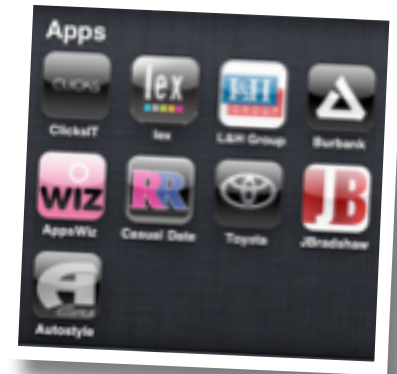
[Mobilize Your Business with Mobile Apps! Part 1](#)

[Mobilize Your Business with Mobile Apps! Part 2](#)

[Mobilize Your Business with Mobile Apps! Part 3](#)

[The Mobile Movement Study](#)

[What Do the iPhone 4S Sales Figures Tell Us About Consumers?](#)



**Start Building!**

For the full version go to [www.appswiz.com.au](http://www.appswiz.com.au) and sign up for free.